

VERNAL DOWNTOWN PLAN

OCTOBER 2021



M H T N
ARCHITECTS

Parametrix
ZIONS  PUBLIC FINANCE, INC.

DOWNTOWN DESIGN

The following pages explore the Vernal Downtown Plan design, both in terms of block design and street layout. The concepts consider which parcels are most suitable to be re-purposed or redeveloped based on the market analysis, discussions with the city, and an analysis of the overall connectivity and cohesion of downtown's development.

Without changing the back-of-curb, the proposed street designs offer ways to improve the pedestrian experience, add bike infrastructure where appropriate, maintain or increase safety measures, provide additional shade, and in general, enhance the look and feel of streets within the downtown.

Additional design recommendations--such as new or re-purposed buildings (depicted in yellow) and programming, such as a Walking Boulevard (depicted in teal)--are shown in the block design. This represents a pedestrian realm with lighting, seating, art and where appropriate, outdoor dining and event space. These walkways and plazas occupy the mid-block realm and help to create a more enjoyable pedestrian experience with less traffic noise and opportunity for placemaking. Additionally, this chapter shows a Public Space option for the downtown. The intention behind this design is to give visitors and residents a central gathering space, 18 hours a day, 365 days a year.

Each block identifies the primary goals, found in Chapter 2, accomplished by the proposed design. Across the entire Vernal Downtown Plan, all nine goals are met.



WALKING BOULEVARDS

Walking Boulevards are pedestrian-only rights-of-way connecting two streets. Not only are these spaces safer for pedestrians as they are separate from vehicular traffic, they are also more enjoyable as sounds from passing trucks and cars are buffered by buildings. These spaces are designed to a pedestrian scale with various amenities and pedestrian-oriented spaces. Recommended improvements reflect a particular context and may include trees, planters, pedestrian-scale lighting, special paving, and site furnishings. Examples of these can be found in the precedent images on this page.

This Vernal Downtown Plan incorporates Walking Boulevards as a pedestrian connection between the blocks, providing spaces to socialize, dine, rest, and recreate. These walkways have the additional opportunity to be decorative or themed where appropriate, with features such as dinosaur benches, similar to what is already found at bus stops within the downtown.

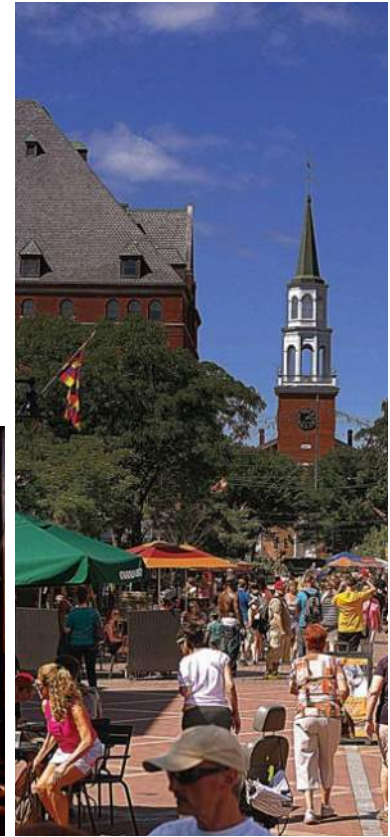
In addition to being comfortable and enjoyable, they can also be more functional and convenient pathways when traveling within the area. Unlike sidewalks, Walking Boulevards can accommodate higher foot traffic and provide more space for public gatherings and other flexible community programming. Additionally, these boulevards aren't adjacent to passing cars and trucks, thereby providing a quieter experience for pedestrians.



Flamingo Promenade - Las Vegas, NV



Fort Collins, CO

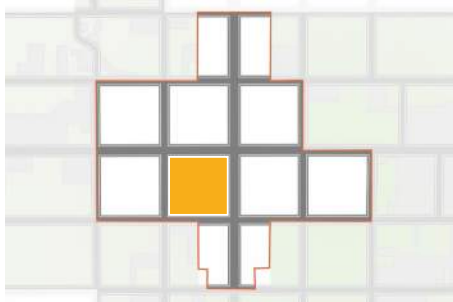


Church Street - Burlington, VT



Pearl Street - Boulder, CO

ZIONS



This design considers how redevelopment can include both a mixed-use product and residential, most likely in the form of town homes.

GOALS

| | | |
|------------------------|-----|--|
| ICONIC AND MEMORABLE | G 2 | Leverage side streets to provide sidewalk dining & shopping and resolve parking challenges |
| ICONIC AND MEMORABLE | G 3 | Celebrate the historic nature of Vernal's Downtown by encouraging a welcoming, walkable district |
| PLACE FOR PEOPLE | G 1 | Support infill development, redevelopment and streetscape improvements to create a consistent and lively Downtown experience. |
| SUPPORT LOCAL BUSINESS | G 1 | Support local business parking needs by creating intuitive signage and access and improving conditions at existing parking lots. |
| SUPPORT LOCAL BUSINESS | G 3 | Encourage new business ventures in vacant storefronts and empty parcels to create a thriving district. |
| ACTIVE AND CONNECTED | G 3 | Create an inviting transition between the Downtown commercial district and nearby residential areas. |



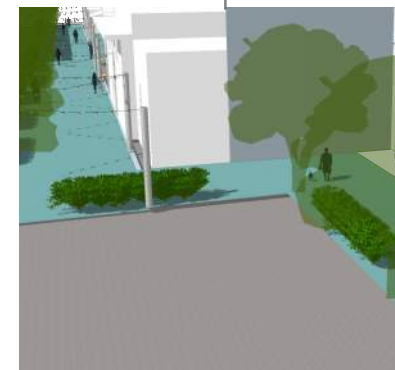
NOTE: ANYTHING RENDERED YELLOW OR BLUE DEPICTS AN IMPROVEMENT TO THE BLOCK.



MIXED USE BUILDING

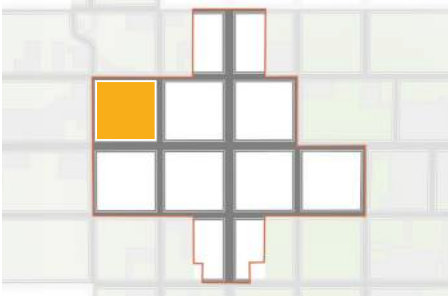


HOUSING



WALKING BOULEVARD - EAST

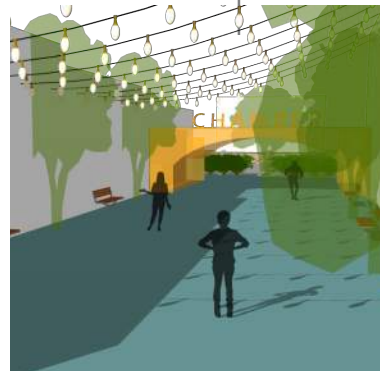
CHAMBER



This block has a light touch with the major two improvements including the parking and an archway that connects pedestrians accessing the Walking Boulevard from Main St. The design of this archway has potential to honor Vernal's history or the natural beauty surrounding the City.

GOALS

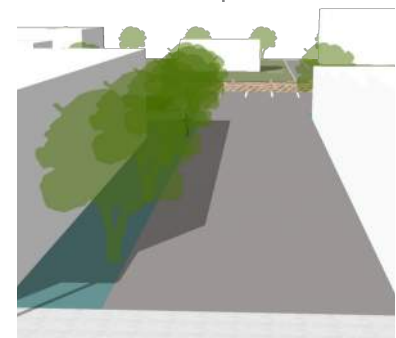
| | | |
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| ICONIC AND MEMORABLE | G 1 | Build upon and expand the "Dinosaurland" brand for Downtown Vernal with complementary themes of natural resource amenities and outdoor recreation. |
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| PLACE FOR PEOPLE | G 2 | Focus on creating destinations throughout downtown to encourage exploration, discovery and experience. |
| SUPPORT LOCAL BUSINESS | G 1 | Support local business parking needs by creating intuitive signage and access and improving conditions at existing parking lots. |
| ACTIVE AND CONNECTED | G 1 | Prioritize safety & comfort for people walking and biking. |



WALKING BOULEVARD

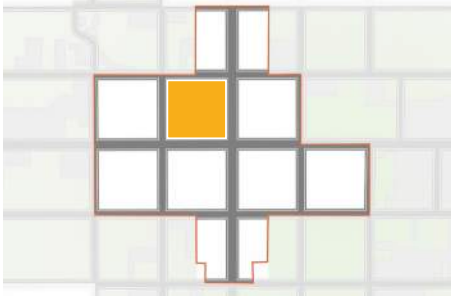


PARKING



VEHICULAR ACCESS

SAGE HOTEL



The Sage Block shows a pedestrian connection from Main St. to the mid-block that is shared with vehicular traffic. There is also a small connection made between the parking lots on the west and east side of the block. Additionally, this block proposes infill development.

GOALS

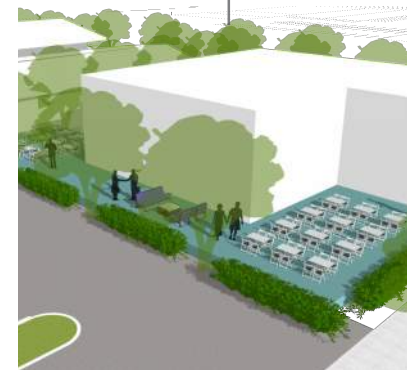
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WALKING BOULEVARD



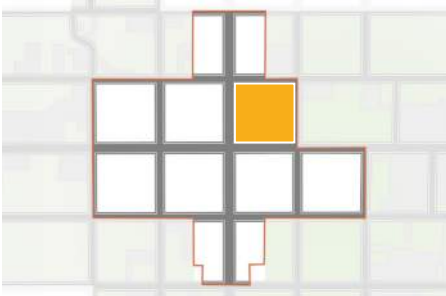
INFILL DEVELOPMENT



OUTDOOR SPACE / DINING

NOTE: ANYTHING RENDERED YELLOW OR BLUE DEPICTS AN IMPROVEMENT TO THE BLOCK

7-11 RANCH



With the 7-11 Ranch already a successful establishment in Downtown Vernal, the redevelopment shown could be an addition to the restaurant. Outdoor dining options create many opportunities to activate these spaces.

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| SUPPORT LOCAL BUSINESS | G 2 | Support enhancement and modernization of existing business storefronts, facilities and infrastructure. |
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POCKET PARK / OUTDOOR DINING

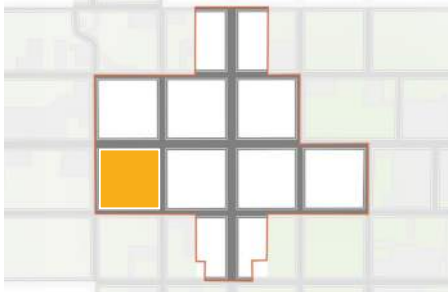


PARKING



PLAZA

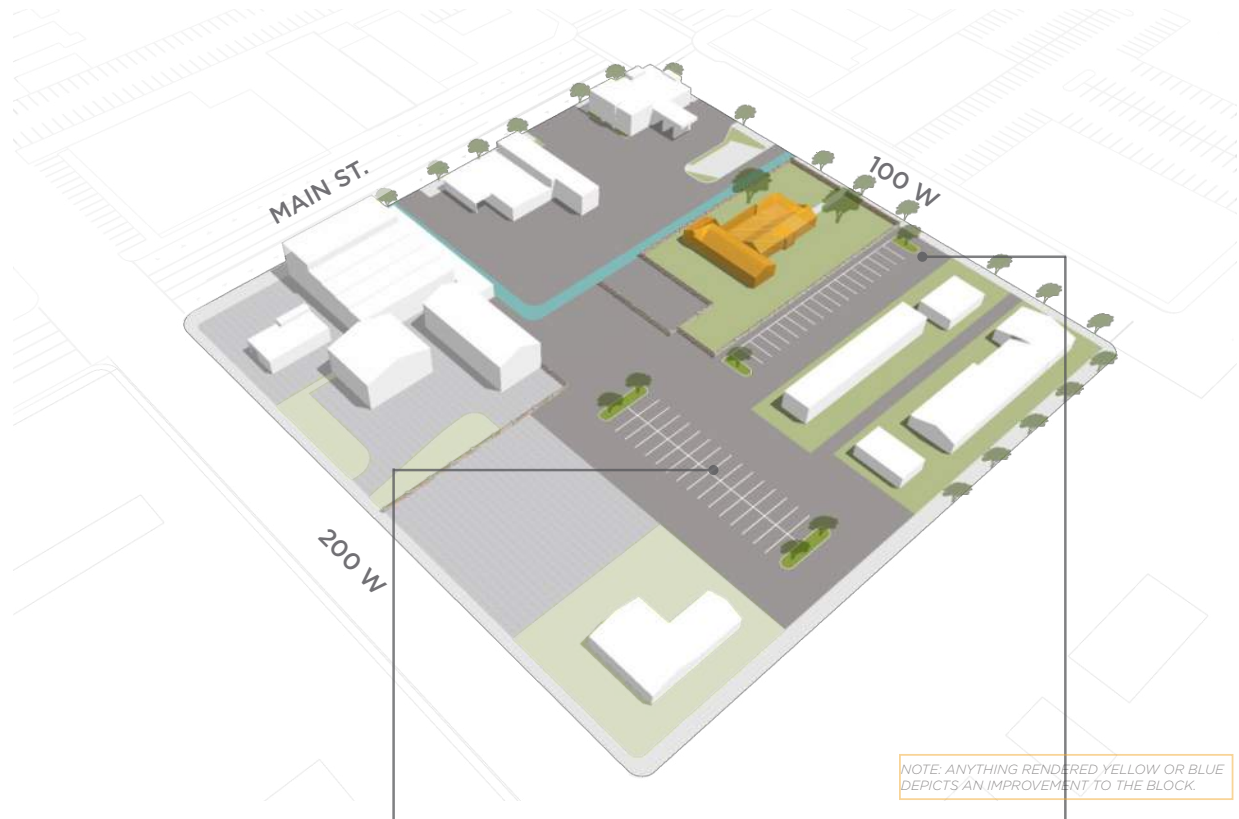
FARM EXCHANGE



This block is another proposed design with a light touch, showing improved parking for businesses and a redevelopment option for a Bed and Breakfast or cafe. As with the other blocks, there is a Walking Boulevard mid-block connection from Main St. to 100 W.

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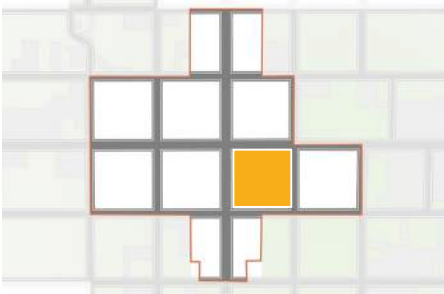


PARKING



ADAPTIVE REUSE

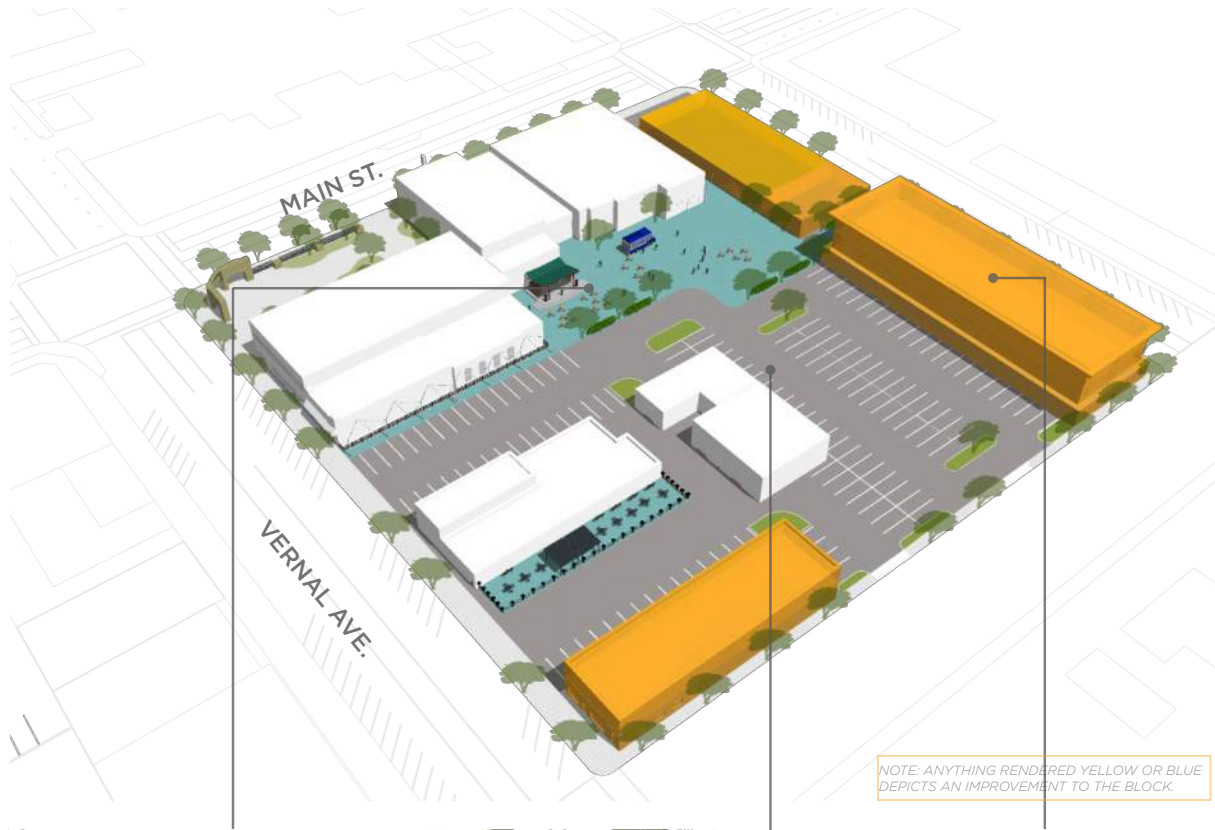
COBBLE ROCK



Cobble Rock block holds many exciting mid-block opportunities from outdoor performances by the Vernal Theater Company to patio dining. This block holds great potential to be a vibrant place to visit.

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PLAZA

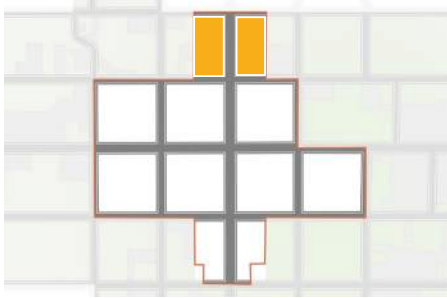


PARKING



INFILL DEVELOPMENT

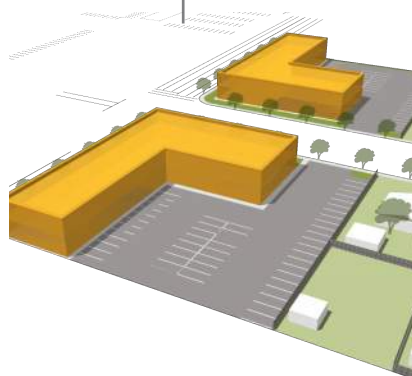
NORTH BLOCKS



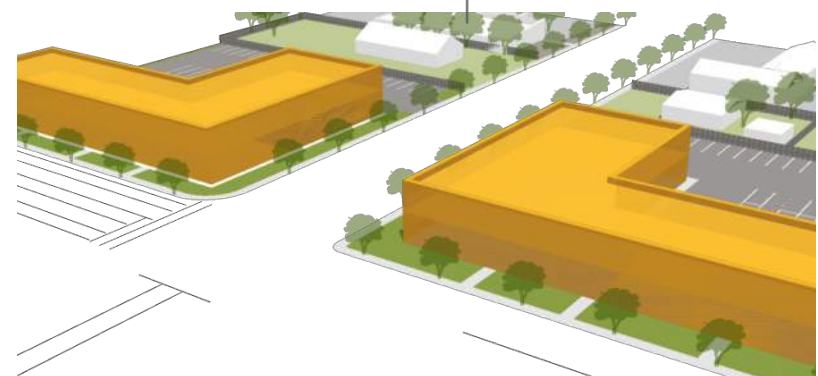
These two half blocks flanking Vernal Ave. are envisioned as having mixed-use development with ample parking to serve the businesses and residents. This block acts as a transition point where single family homes become the predominant land use.

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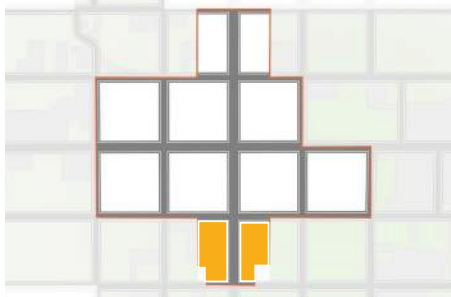


PARKING



MIXED USE DEVELOPMENT

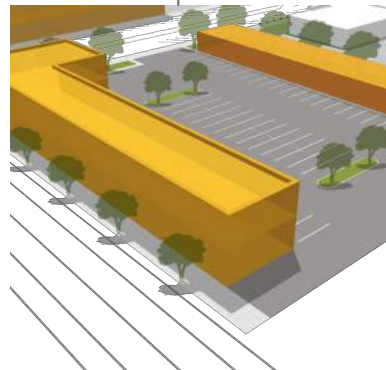
SOUTH BLOCKS



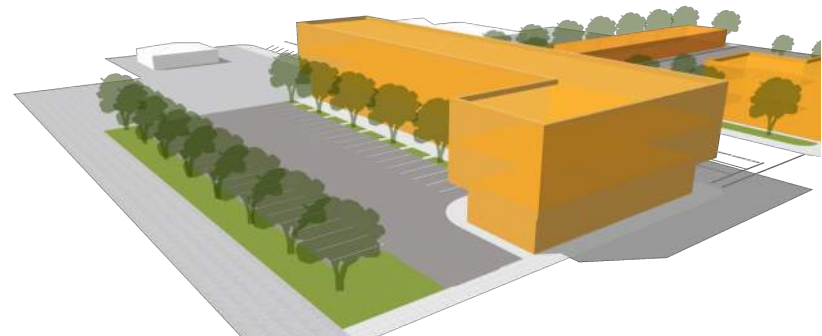
Similar to the North Blocks, these two half blocks flanking Vernal Ave. proposed design show mixed-use development with flexible parking options.

GOALS

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OFFICES



MIXED USE

PUBLIC SPACE

This concept for four acres of public space shows a Visitor Center, restaurant, hotel, outdoor recreation opportunities, skate ribbon, a flexible paved area that could host food trucks, and an event space with a stage and great lawn. This could fit in a number of areas within the downtown and could occupy either one entire block or pieces of neighboring blocks.

GOALS

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| ACTIVE AND CONNECTED | G 1 | Prioritize safety & comfort for people walking and biking. |
| ACTIVE AND CONNECTED | G 2 | Support outdoor recreation and activities in Downtown. |

